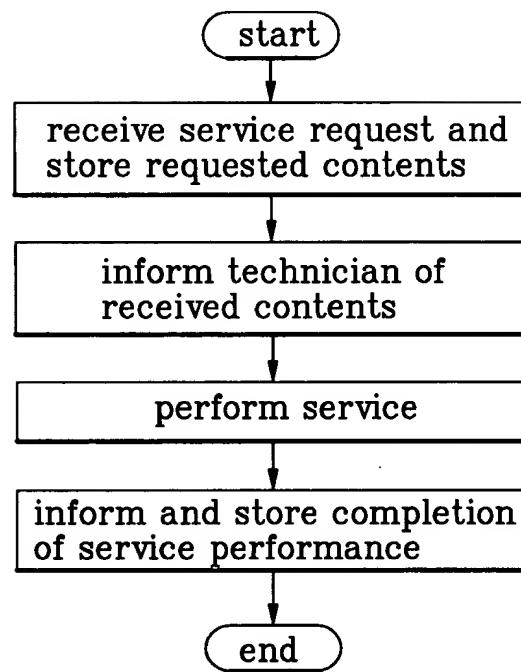


**FIG.1**  
**Related Art**



**FIG.2**  
**Related Art**

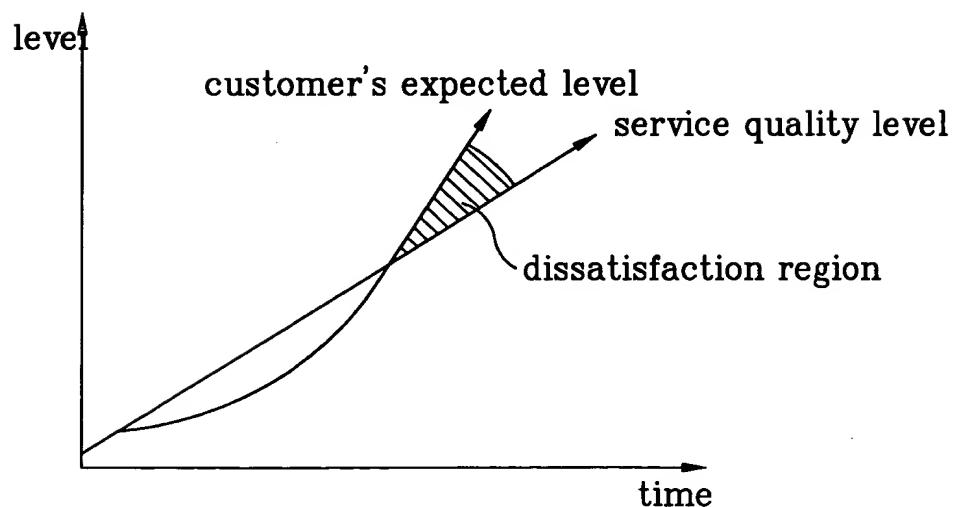


FIG.3

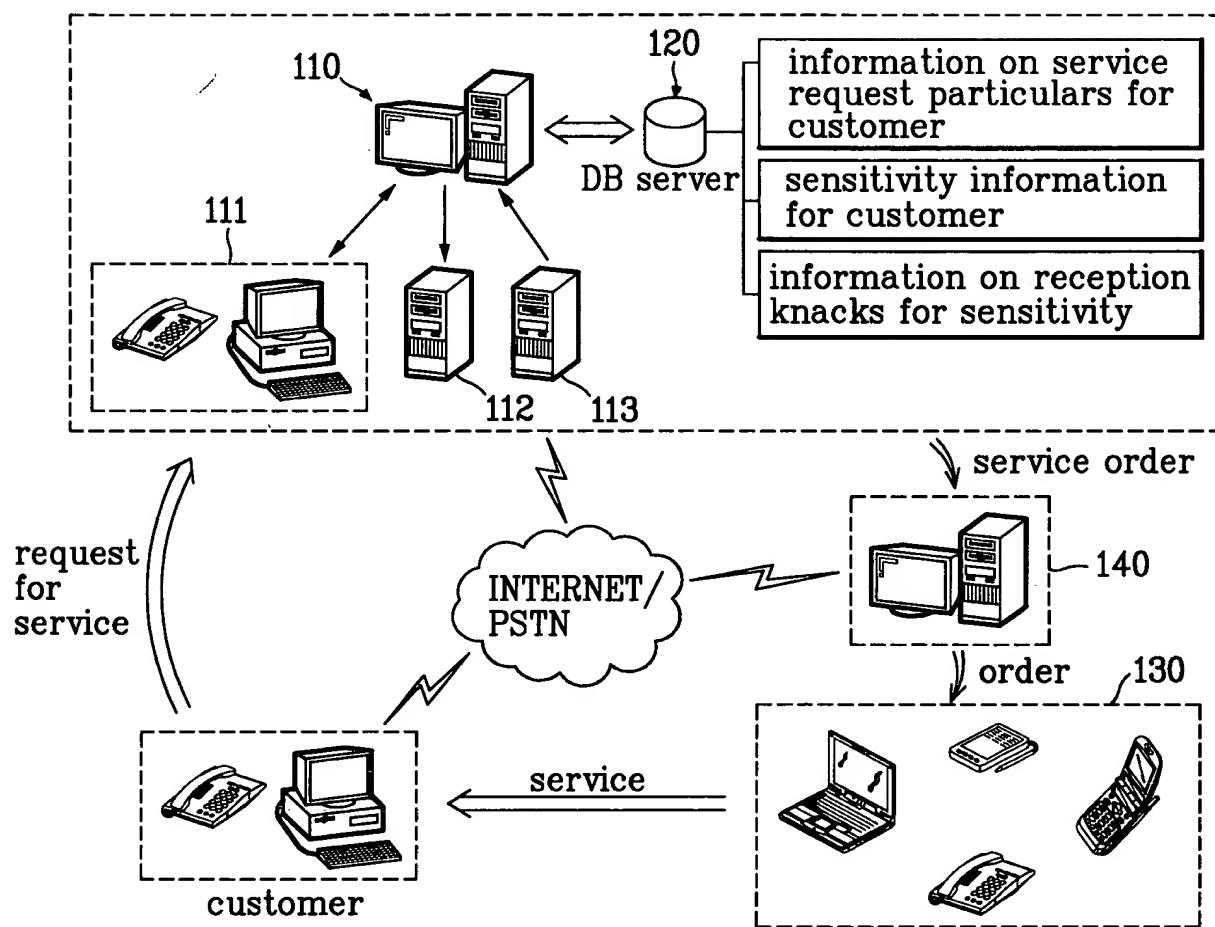
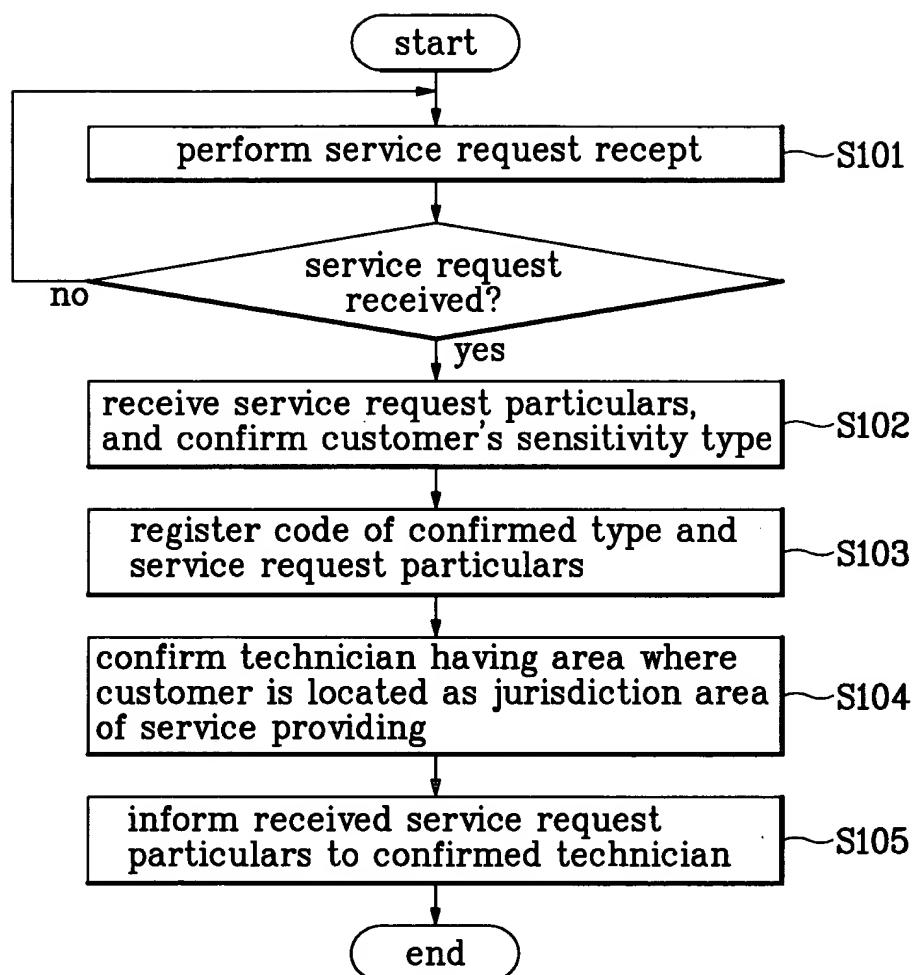


FIG. 4



## FIG.5A

type	Code	particulars
positive (B)	B1	visit at technician's converisence
	B2	customer is kind
	B3	praising the technicians
	B4	praising receptionist
	B5	praising LG company
	B6	praising LG products

**FIG. 5B**

type	Code	particulararts
expected (Y)	Y1	request prompt visit
	Y2	require excellent technician
	Y3	authoritative
	Y4	affiliated company/relatives
	Y5	LG fan
	Y6	those who are on welfare
	Y7	senior citizens organizations
	Y8	take pride in old aged LG product
	Y9	request low cost
	YA	warranty term issues
	YB	poor understanding
	YC	request exact time
	YD	at his/her own will
	YE	expecting good service

## FIG.5C

type	Code	particulars
negative (R)	R1	request the time which is not available on time table
	R2	repetitive trouble
	R3	technical problem
	R4	costs
	R5	dissatisfied with telephone reception at 1588
	R6	hard to connect the line
	R7	queck tempered character
	R8	promise/trust
	R9	hard-grained character
	RA	request another technician
	RB	distrust the products
	RC	parts issues
	RD	problems with signing up the customer
	RE	long repair history

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FIG. 6

FIG. 7A

Assuming Customers			
Code	Customer Type	Customer Action	Optional words
Y1	Requesting a quick visit	Be sorry	We apologize to you again for not being able to visit you promptly
Y2	Requesting a excellent technician	Cautiously Discreetly	Was the technician Kind enough, Mr.(Miss/Mrs.) 00?
Y3	Authoritative	Respectfully	Was the technician Kindly repair enough, Mr.(Miss/Mrs.) 00?
Y4	Normal	Pleasantly	Was the technician Kind enough, Mr.(Miss/Mrs.) 00?
Y5	LG Fan	Understandingly	Thank you very much for loving LG
Y6	Affiliated Company / Relative	As if he/she were my family member	Does any of your family work for LG Group?
Y7	Those who are on welfare	Be ready to help in mind	We asked the technician to give you special service, did the technician provide you with satisfactory service?
Y8	Senior Citizens organizations		We will try much more to be helpful to you.
Y9	Take pride in old aged product of LG	Gratefully	We hope that you will be able to use product even longer.
Y10	Warranty Term issues	Be sorry	We are very sorry that we cannot help you in this issue
Y11	Request low cost	Be worried	I guess you were worried about the cost, correct?
Y12	Poor understanding	Understandingly	Did the technician explain the problem well to you?
Y13	Request Exact time	Be sorry	We are very sorry that we could not able to keep the appointment
Y14	Person who requested service isn't present for the repair	Try to promote LG	Did you get enough explanation from the person who was present during the service?
Y15			It would have been better if you were there. We are sorry about that

0 6 2 9 0 8 8 9 2 6 8 6 0

**FIG. 7B**

Code	Customer Type	Inviting Contents		
		Arriving Activity	Essential words	Optional words
B1	Visit at your convenience	With appreciation	Thank you for your concern	We will try our best to check
B2	Kind Customer	pleasantly	Thank you for your kindness	We will try to be more kind
B3	Compliments our technician	with appreciation	Thank you for complimenting our technician	We will convey your compliment to him/her.
B4	Compliments receptionist	happily	Thank you for your compliment	It feels like today will be such a good day due to you.
B5	Compliments our company	with appreciation	Thank you for your compliment	We will try our best for an excellent repair
B6	Compliments our company	with appreciation	Thank you for using our product	We will try our best for an excellent repair

FIG. 8

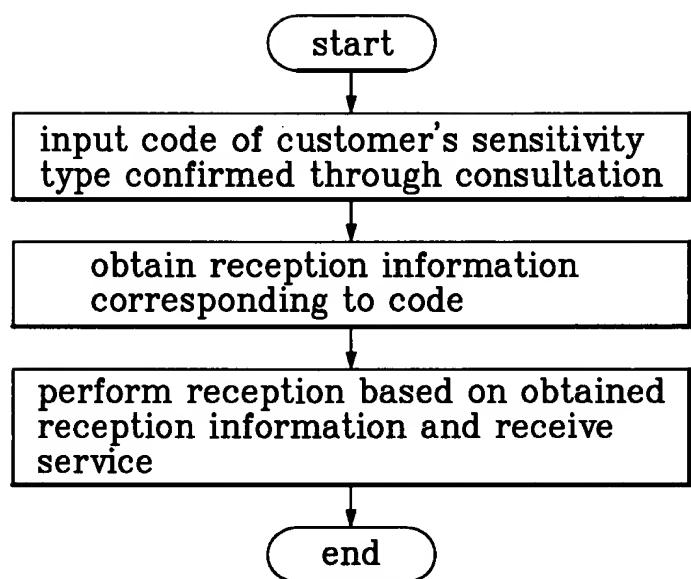


FIG.9

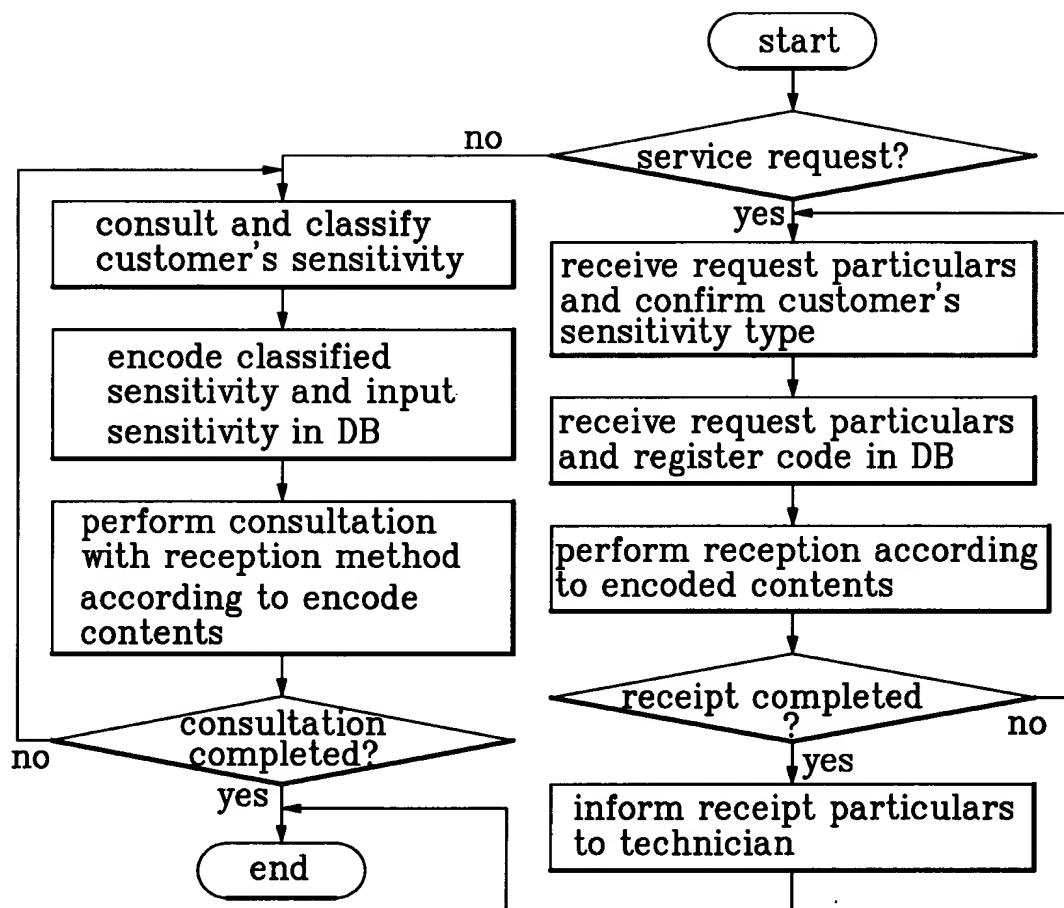


FIG.10

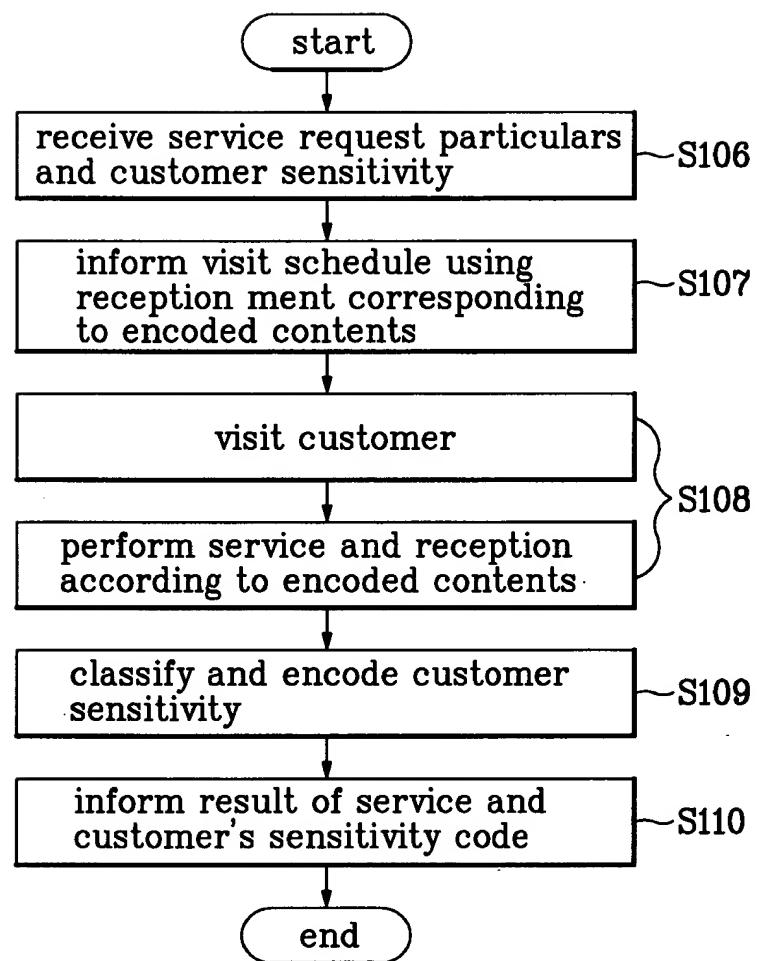


FIG. 11

Section	Initial greetings	Apology	[Empathy]	Actual Client	Additional Check	Closing statement
	Hello! This is 000 at Digital LG	Yeah... I guess you must have had trouble using 00 Product We are very sorry to have troubled you using our LG product	Thank you for complimenting our company We will try to do our best to meet your trust in our company. You have a problem with 00 product in 00000 now, right? (Reconfirm the problem)	Confirm the Telephone number/Name/Address (Repeat) Oh, you have had received our service with 00 product before, correct? Your name is a,b,c,... And your address is a,b,c,..., correct?	Do you have any other product to be checked besides the 00 product you have told us about? Would you tell us when is the most convenient time for our technician to visit you? Yes, we will try to visit you promptly. Oh, the technician is near where you live right now, so he will be able to visit you at 00. Is it ok with you? This is counselor, 000. Thank you for calling us. Have a nice day(weekend/afternoon/evening)!	

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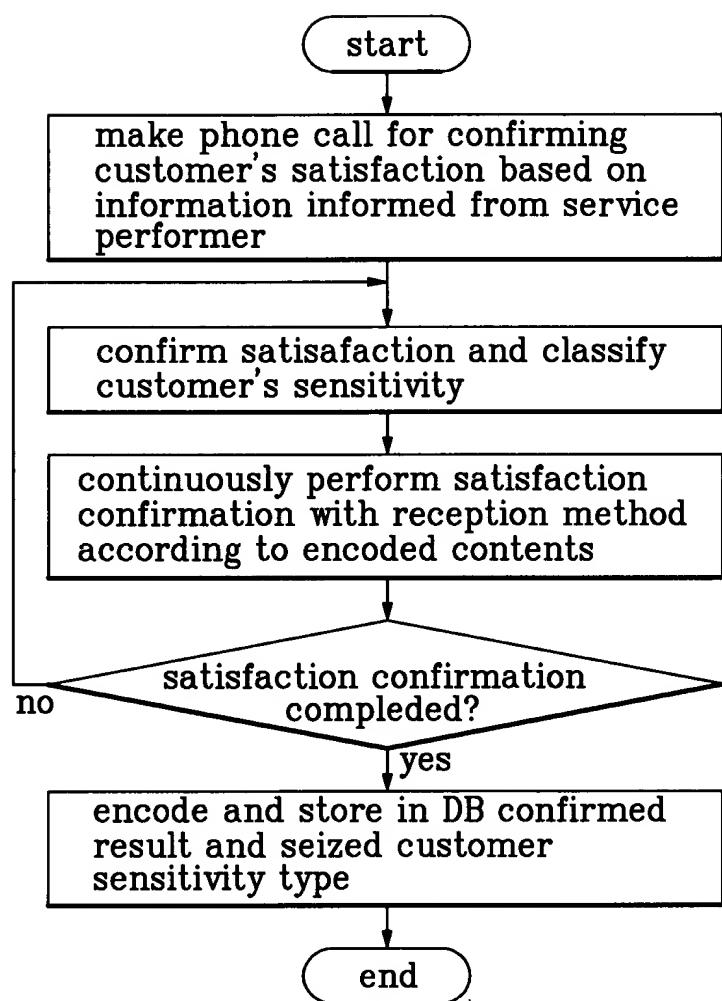
FIG.12

Processing Scheduled Services (S-S-Happy System)

File : Customer Service Management / Scheduling / Work Orders and / VOC / Contractors Management / Claim Management / Electronic Referrals / Code Management / Help

Technician Name	J.M. Scott	Reception Number	0450102014
Inquiry (Q)			
Reception No	0450102014	Customer Name	K.D. Hong
Tel No	02-567-8997	Zip code	134-01
Address	Gill Dong, 2nd floor, 35, Seonil 100		
Appointment Date	2010/05/25	Visit Date	2010/05/25
Transmission Date	2010/05/25	Actual Client	K.D. Hong
Problem	Screen	There are a lot of dots on	
Visit Date	2010/05/25	From 1st	Not Relevant
Product	TV	Model No.	LA-3210
Processing Code		Parts used	
Reason for repair		Inferior Product	
Problem	Screen is not clear	Customer's	0450102014
Causes		Message	Mr. ....
Message		Reappointment	2010/05/25
Customer Type	B3	Customer Confirmation	Mr. ....
Repair Code	A	Free of Charge	0
Parts Cost	0	Cost	0
Serial No.	Serial No. Removed	Year/Date of Purchase	2010/05/25
Repair time	20	Processing Time	Normal
Beeper			
Cell Phone			
VMS			
1246			
B12-1074-7123			
Confirm the Process			
0450102014			
B11-504-7123			
1246			
B12-1074-7123			
Confirm the Process			
0450102014			

FIG. 13



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FIG. 14

FIG. 15

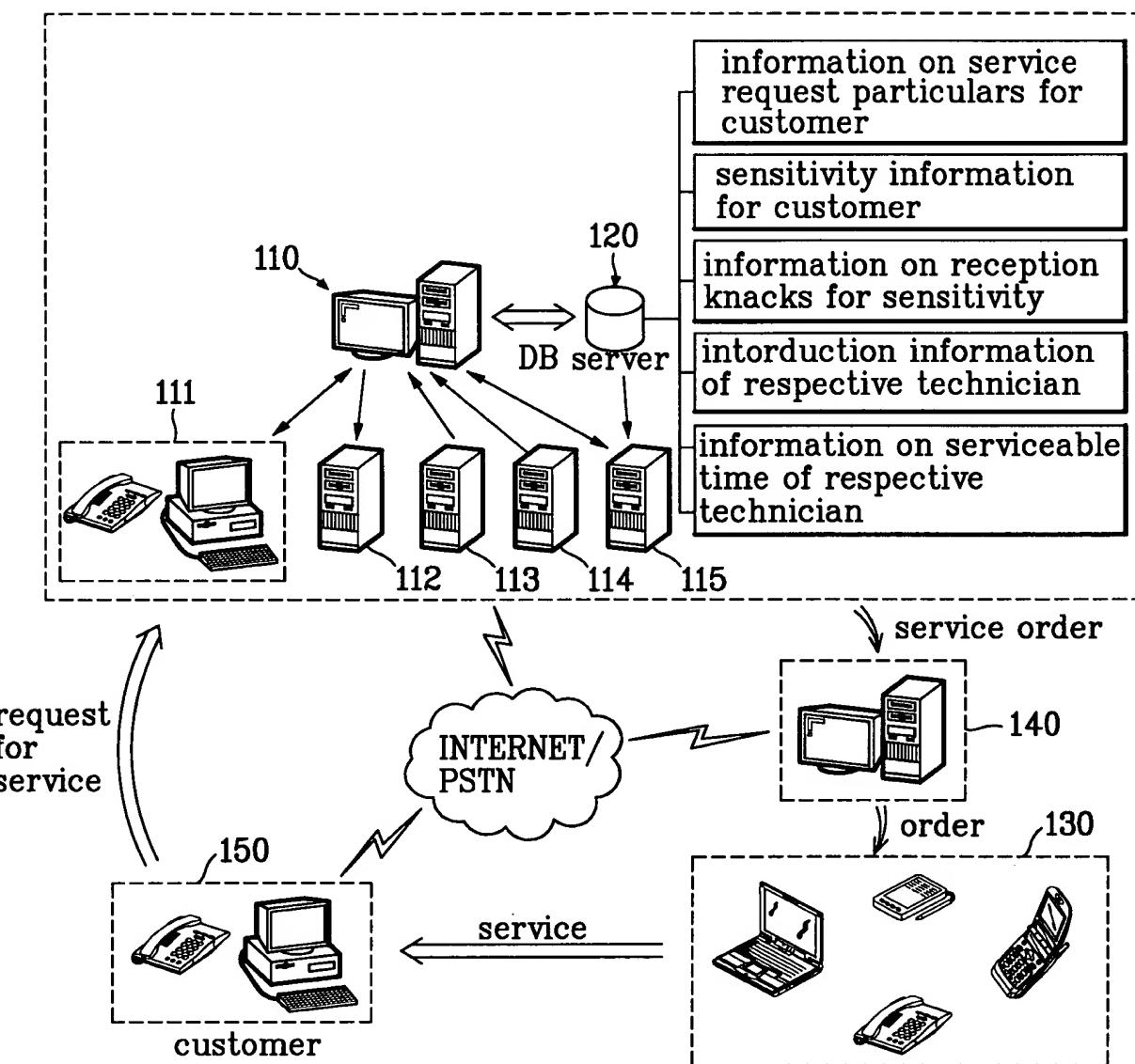
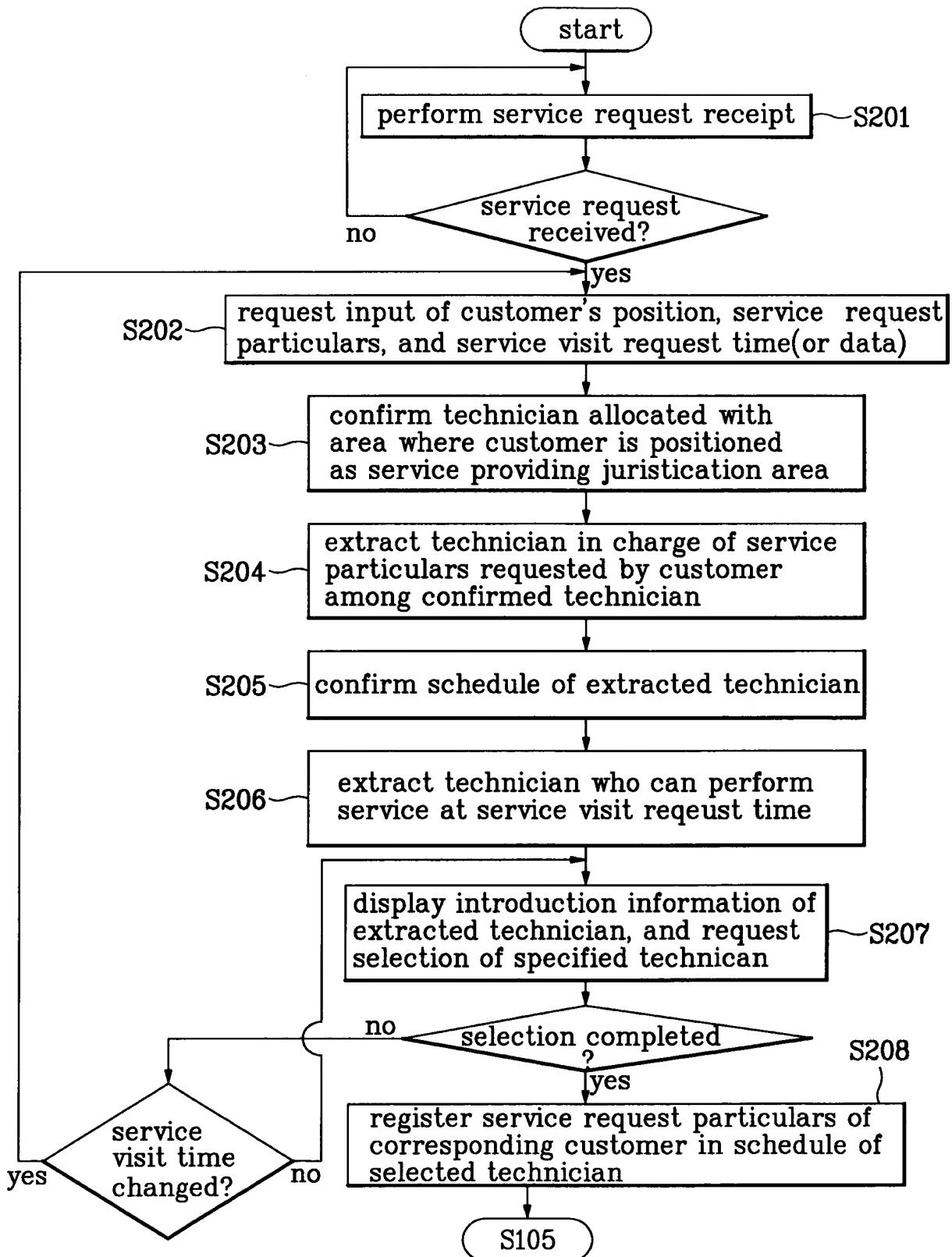


FIG.16A



## FIG.16B

00000000000000000000000000000000

**IN Q R U G O**

1. Please enter the exact name, zip code and telephone number for prompt service.  
If there is any wrong information, please schedule service after revising the information at Change Member's Info  
2. Please enter the exact product so that we can assign the appropriate technical expert to the specific product

► Name

► Tel

► Zip code

► Address

► Cell Phone

► Product   
If you are not sure, you don't have to enter the model Number

► Model No.   
Nature of Problem  
► Screen Issues  
► Specific channel Issues  
► Power source/Voltage Issues  
► Remote control Issues  
► Sound Issues

► Problem Description

► Dates Desired

► Times Desired choose the first preference for appointment time

► Technician Desired choose the first preference for appointment technician

► Message  
You can enter a maximum of 70 letters in Korean

In case the warranty term expired or the problem is due to the customer's negligence,  
the charges will be a home call charge of 7,500 won, plus labor and parts

**Call Center**

16:20	J.H Moon
16:00	J.H Moon
16:00	Y.D Won
16:50	J.H Moon
16:50	Y.D Won

More information  
You can see the picture  
of the technician and  
recognize which service  
center he belongs to

FIG.17A

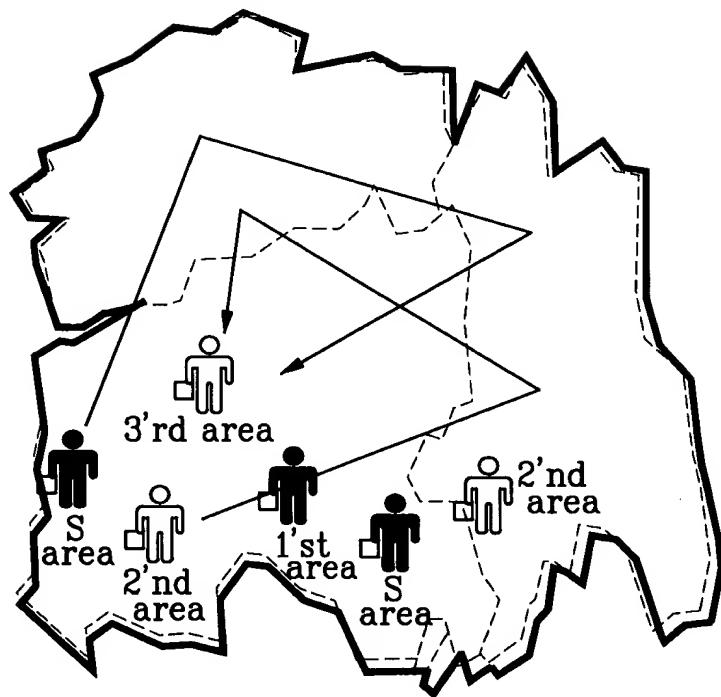


FIG.17B

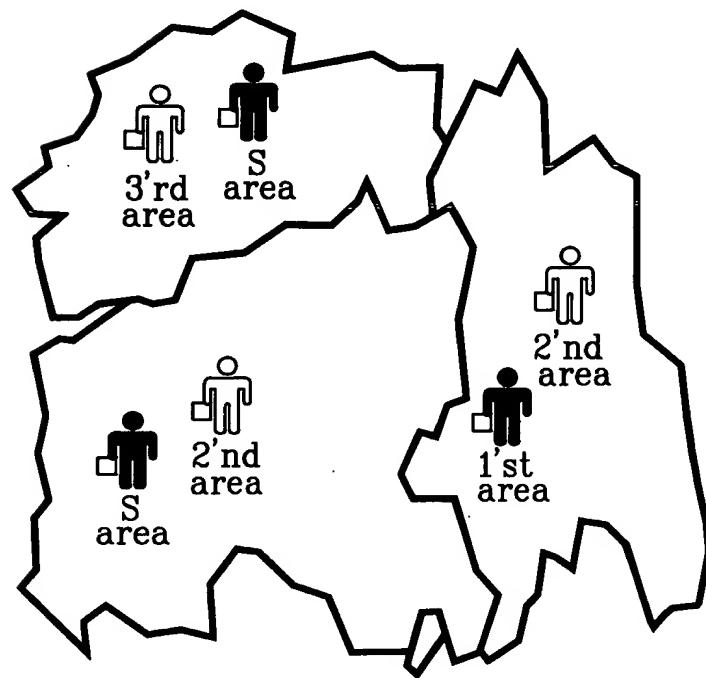


FIG. 18

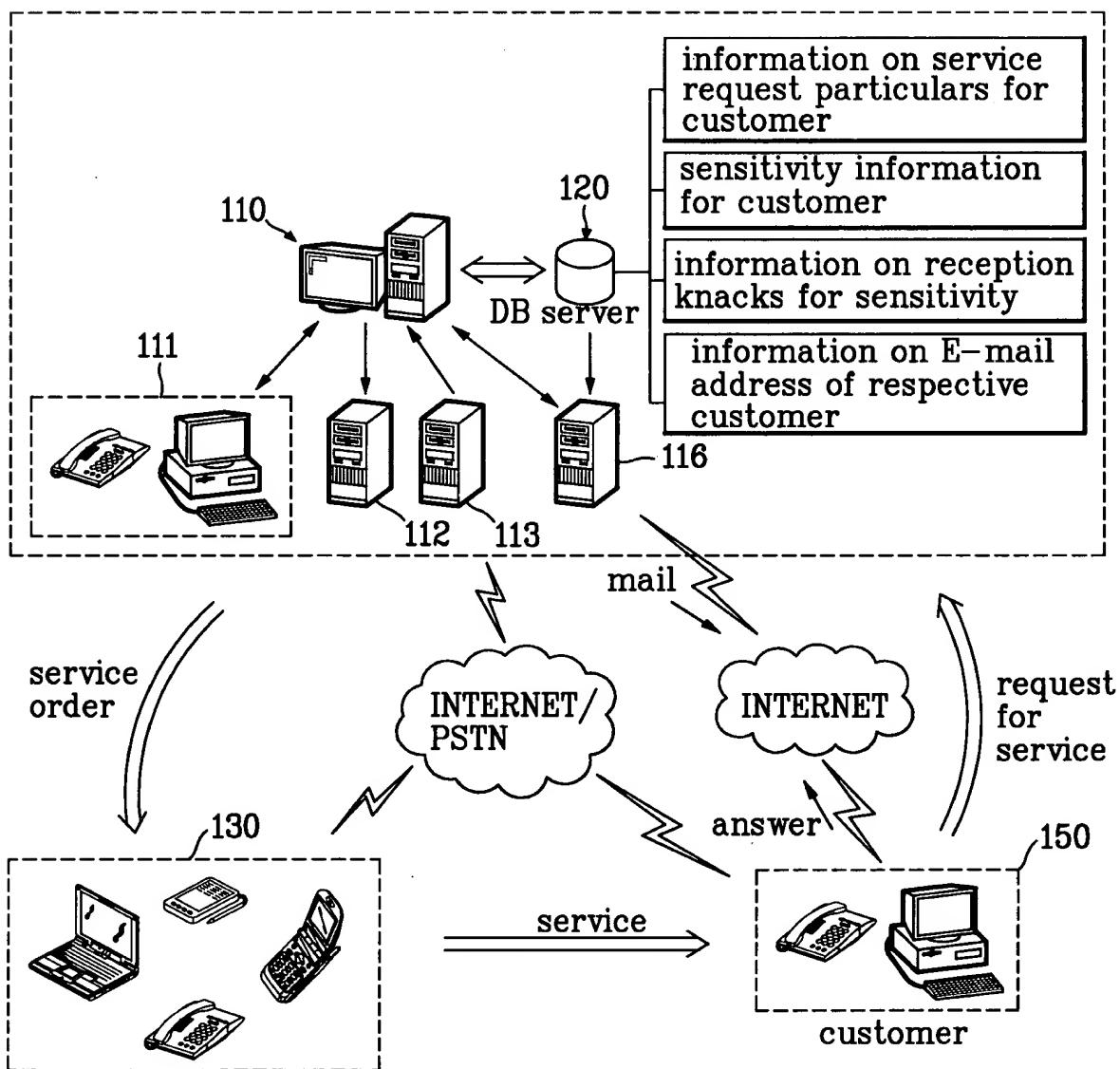


FIG.19

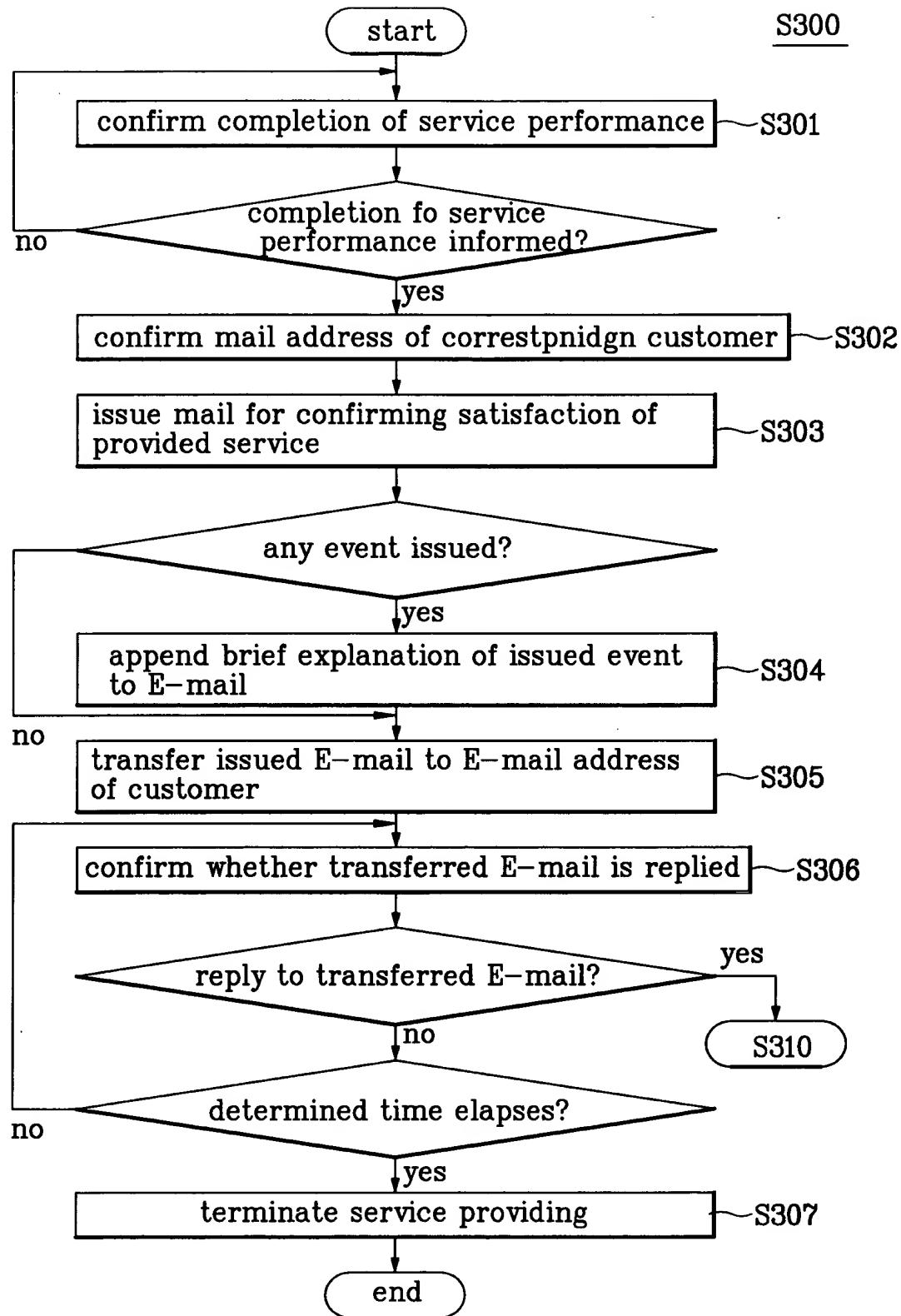


FIG.20

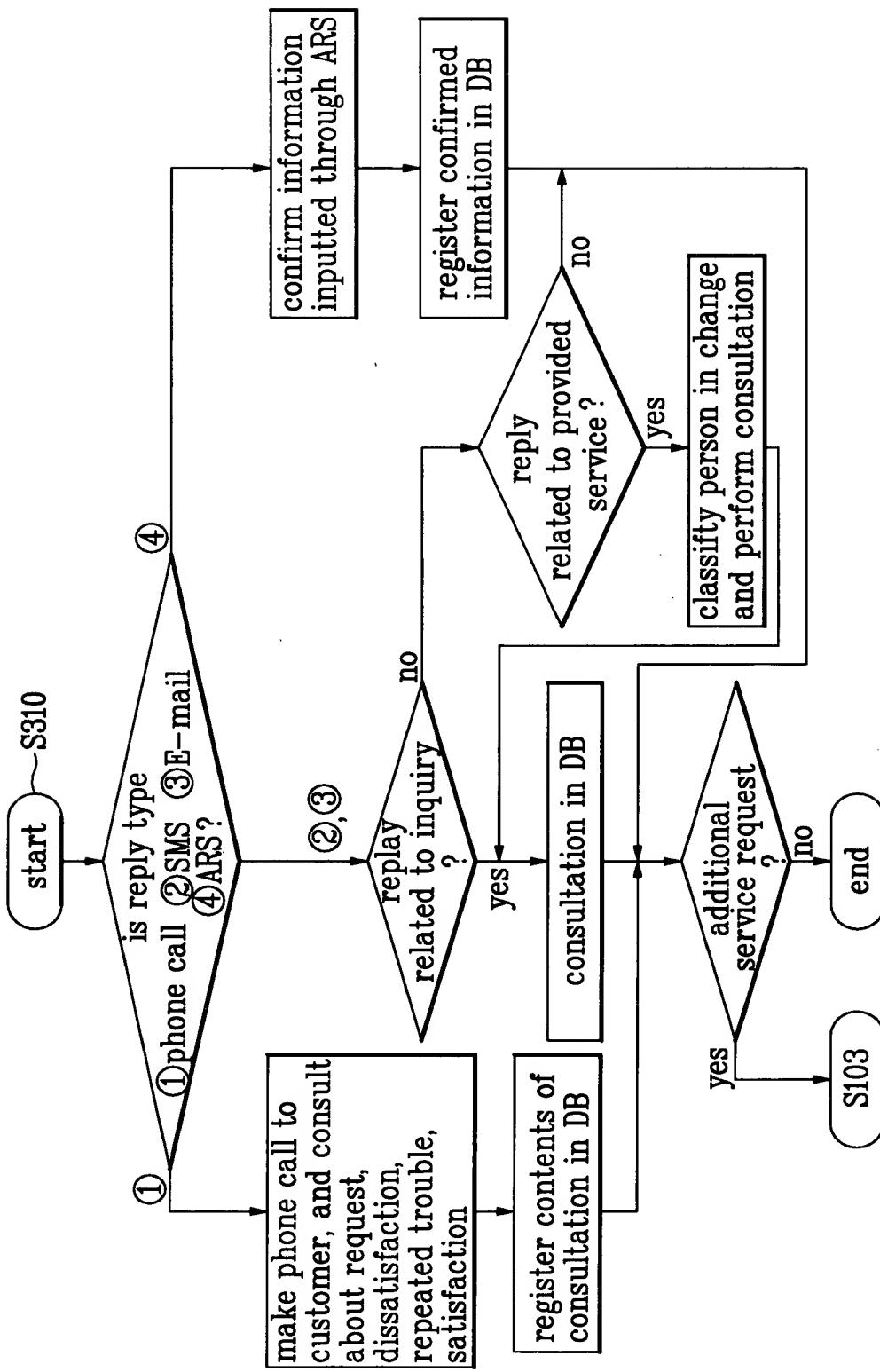


FIG.21

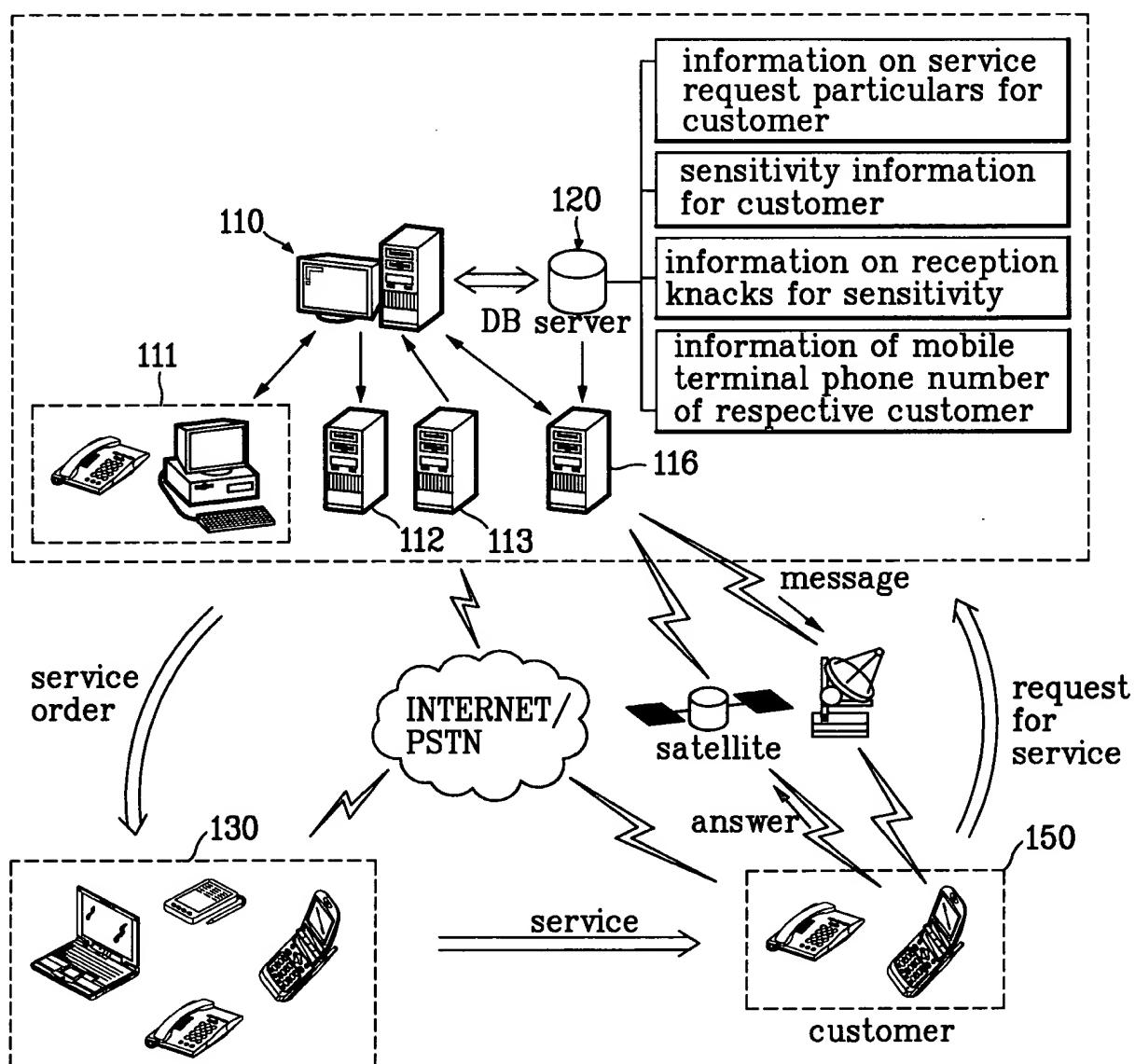


FIG.22

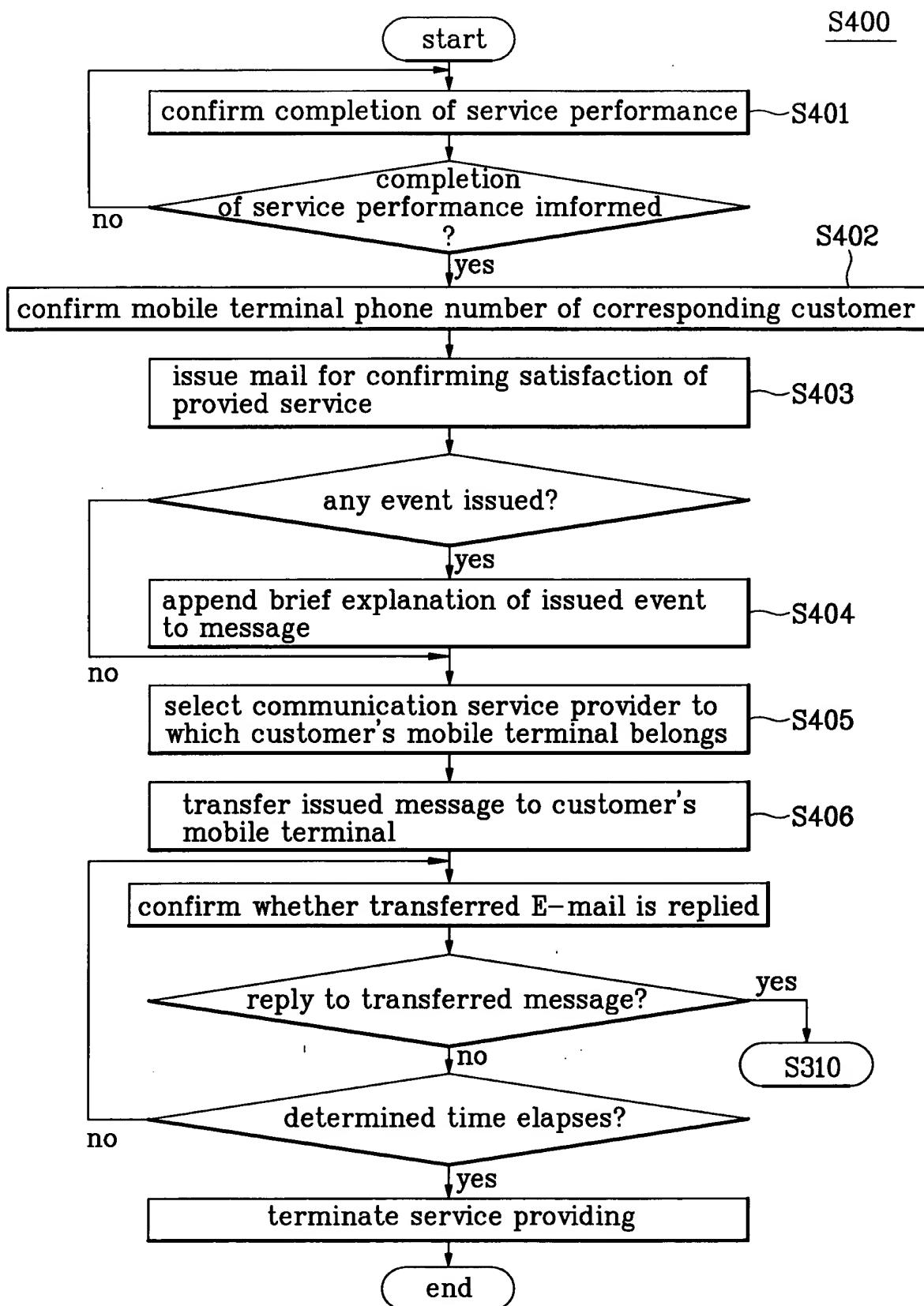


FIG.23

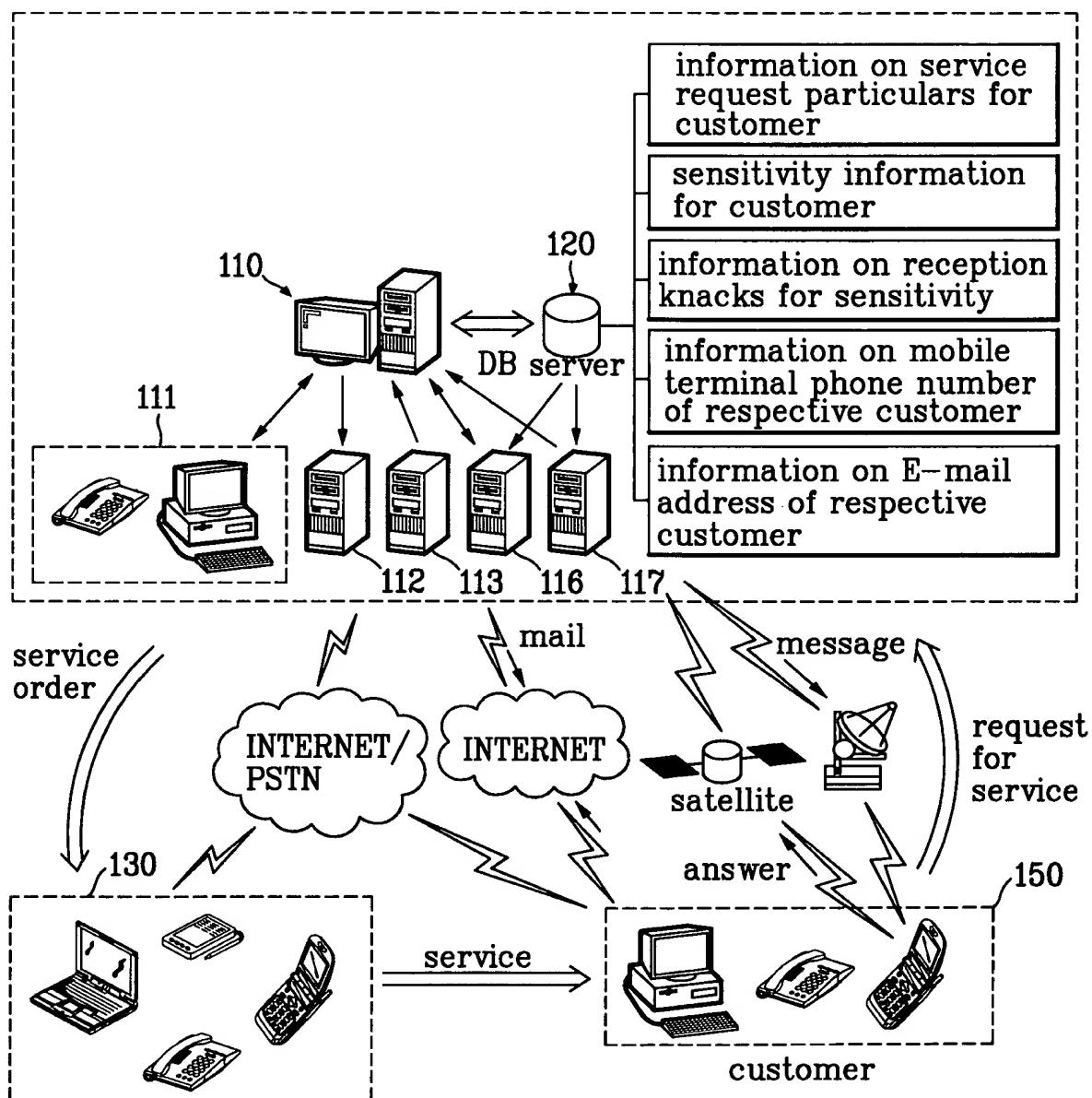


FIG.24

